



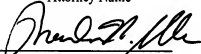
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**Patent Application**

Inventor(s) : S. Riedl  
Case : 61575-1030  
Serial No. : 10/639,070                      Group Art Unit: 2615  
Filed : August 12, 2003                      Examiner : TBA  
Title : Technique for Effectively Delivering Targeted Advertisements through a  
Communications Network having Limited Bandwidth

**INFORMATION DISCLOSURE STATEMENT**

I hereby certify that this paper is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner of Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on August 2, 2007.

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August 2, 2007  
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Identification of references in the IDS is not to be construed as an admission by applicant or attorney for applicant that such references are available as "prior art"

Serial No. 10/639,070

against the application. The right is reserved to antedate any listed reference.

Respectfully,

By   
Brandon N. Sklar  
Attorney for Applicant  
Reg. No. 31,667  
212-836-8653

Date: August 2, 2007

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PTO/SB/DBa (04-07)

Approved for use through 09/30/2007. OMB 0651-0031

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## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet	1	of	1
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**Complete if Known**

Application Number	10/639,070
Filing Date	8/12/03
First Named Inventor	S. Riedl
Art Unit	2615
Examiner Name	TBA
Attorney Docket Number	61575-1030

## U. S. PATENT DOCUMENTS

[illegible]

## FOREIGN PATENT DOCUMENTS

[illegible]

Examiner Signature	/Anthony Bantamoi/	Date Considered	08/21/2007
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